

ABSTRACT

Mutiara Gina Kristina. Faktor-faktor Yang Mempengaruhi Keputusan Konsumen Dalam Pembelian Beras Organik (studi kasus pada konsumen beras organik Toko Sahani di jalan Palagan Tentara Pelajar). Di bimbing oleh **Antik Suprihanti**, dan **Siti Hamidah**.

Tujuan penelitian ini dilakukan untuk (1) Menganalisis usia, pendapatan, tingkat pendidikan, grup referensi, persepsi terhadap beras organik dibanding beras non organik, persepsi terhadap kemurnian beras organik, dan gaya hidup terhadap perilaku pembelian beras organik, (2) Menganalisis perbedaan perilaku pembelian beras organik antara konsumen yang sering dan konsumen yang jarang membeli.

Metode penelitian yang digunakan pada penelitian ini adalah studi kasus. Toko Sahani dipilih karena menjual berbagai produk organik, salah satunya beras organik yang menjadi produk utamanya. Metode pengambilan sampelnya dengan cara *accidental sampling*.

Hasil penelitian (1) Usia, pendapatan, grup referensi, persepsi terhadap beras organik dengan beras non organik, persepsi terhadap kemurnian beras organik, dan gaya hidup berpengaruh terhadap perilaku pembelian beras organik. (2) Terdapat perbedaan perilaku pembelian antara konsumen yang sering membeli dan konsumen yang jarang membeli beras organik.

Kata kunci : Beras organik, Keputusan pembelian

ABSTRACT

Mutiara Gina Kristina. Factors Affecting Consumer Decisions in Purchasing Organic Rice (case study to the consumers of organic rice in Sahani shop on PalaganTentaraPelajar street). Guided by **Antik Suprihanti** and **Siti Hamidah** as the counselors

This research is conducted to (1) analyze the age, income, education level, the reference group, the perception of organic rice than non-organic rice, perception of the original of organic rice, and lifestyles of the buyers behavior of organic rice, (2) analyze the differences of the buyers behavior of organic ricebetween consumers who frequently and infrequently purchasing.

The research method used in this study is a case study. Sahani shop was chosen because of the various organic products they sold, the organic rice is one of their main products. To get the sample by using *accidental sampling* method.

The results (1) The age, income, a reference group, the perception of non-organic rice with organic rice, organic rice perception of purity, and lifestyle influence the consumer decision of organic rice.(2) There is a difference between the buying behavior of consumers who frequently buy and consumers rarely buy organic rice.

Keyword : Organic rice, Consumer decision